

DISPLAY BACKING CARD

Background of the Invention

This invention relates to packaging or display devices adapted to demonstrate the end use of the packaged or displayed product in an attractive, aesthetically pleasing manner by realistically simulating the way the product will appear when used by the consumer. In a preferred embodiment, the invention relates to a packaging or display device for a holder for securing objects, wherein the material forming the packaging or display also forms a simulated object that is secured in the holder.

It is desirable to package and display products in a way that arouses consumer interest. One way to stimulate consumer interest is for packaging to depict the product's intended use. This not only provides the consumer with knowledge of the shown uses for the product, but may induce the consumer to conceive other uses for the product. Most commonly, the intended uses of a product are displayed by drawings or pictures on the packaging or display materials. One disadvantage of this approach is that it can require more material to show the product in use than is economically desirable in terms of material or shelf space costs.

Another manner of depicting the use of a product in its packaging or display, in particular a product that secures a separate object when the product is used, has been to provide a sample of the object, where the product and the

object are shown cooperating as they would in actual use. While providing an explicit demonstration of the product's use, the sample object raises costs both for the product and the added material needed to package it. The added packaging is frequently bulkier, and the sample object may invite or induce tampering.

Thus there remains in the packaging and display field a need for a packaging or display means that provides a consumer with a realistic depiction of a product in actual use, but that is economical for the seller to produce and place in the stream of commerce.

Description of the Drawings

Figure 1 is a front elevation view of four different examples of display backing cards according to the invention.

Figure 2 is a front elevation of a display backing card according to the invention for displaying a holder securing a pen.

Figure 3 is a front elevation of a display backing card according to the invention for displaying a holder securing a razor handle.

Figure 4 is a front elevation of a display backing card according to the invention for displaying a holder securing a pen, wherein the holder is provided with note pad.

Figure 5 is a front elevation of a display backing card according to the invention for displaying a holder securing a pen, wherein the holder is provided with hooks.

Description of the Invention

The invention comprises a packaging or display device for a product that secures a separate object when the product is used. The device is a backing card that includes an object portion that visually simulates the separate object secured by the product in use. The object portion and the backing card are formed of a single piece of material. The object portion is formed to cooperate with the product in a way that visually simulates the cooperation of the product with the object when the product is in use and that secures the product to the backing card.

By this structure the use of the product is rapidly recognized by the consumer, with a minimum amount of material in the packaging or display. The product is held securely without the need for encapsulating blisters, adhesives, or any other component outside of the backing card. The product is fully accessible to the consumer for inspection and demonstration of the product prior to purchase without being removed from the packaging.

In a preferred embodiment, the device is adapted to package or display a holder for securing an object. Exemplary devices of this type are disclosed in U.S. Patents No. 5,544,396 and Des. 364,795, the entire disclosures of which are incorporated herein by reference. These devices

comprise a base that can be mounted on a surface or object, a pair of jaws, and a means of resiliently biasing and guiding the jaws so they are able to grasp and hold securely in a releasable grip a variety of households object such as pens, pencils, utensils, tooth brushes, drill bits and other tools, flyswatters, keys, razors, etc. The backing card and the object portion are formed of a single piece of material, the object portion being held by the object-securing device (and thereby also securing the device to the backing card) to vividly simulate the object being secured by the device.

Object-securing devices like those disclosed in U.S. Patents No. 5,544,396 and Des. 364,795 can have other features, including ones adapted to secure objects, such as one or more hooks, clips, clamps, grippers, or other object-securing mechanisms. The backing card of the invention may also include simulations of other objects that may or may not cooperate with the object-securing features of the product. In cases of multiple object-securing features, it is sufficient for the present invention if the backing card simulates only one of the intended objects to be secured. The backing card of the invention may also display other products besides the product that is secured by the object portion, or the product may have other features than those that secure an object. Provided the required elements of the claimed invention are present, the presence of these one or more other elements is permissible within the scope of the invention.

The packaging or display device of the invention is not intended only for use with the type of holder disclosed in

U.S. Patents No. 5,544,396 and Des. 364,795 and similar devices, but for any products that hold or secure objects, such as clips, clamps, hooks, pins, rings, fasteners, etc. Exemplary products are disclosed, for example, in: U.S. Patents No. 6,176,457 and 6,098,858 (holder for mobile phone, palm computer, or the like); U.S. Patent No. 5,738,228 (holder for objects including pens, pencils, tools, brushes, etc.); U.S. Patent No. 5,706,560 (clip for securing devices on clothing, luggage, backpacks, etc.); U.S. Patent No. 5,357,653 (clip for securing papers and other flat objects); U.S. Patents No. 5,649,624, 5,651,468, and 5,461,810 (holders for thin, planar objects); U.S. Patent No. 5,865,307 (holder for irregular objects); U.S. Patents No. 5,407,160, 5,673,887, and 5,881,982 (wall fasteners and hooks); and U.S. Patents No. 5,419,443, 5,484,066, and 5,669,516 (holders for tools and other objects).

The backing card may be made of any suitable material, such as paper, cardboard, or plastic. In a preferred embodiment, the object portion is die-cut from the piece of material forming the backing card. Die-cutting the material typically provides only an outline of the object to be held, so the depiction of the object by the object portion may be further embellished with graphic images such as pictures or drawings on the material forming the object portion, the balance of the backing card, or both.

The backing card may be used alone or in combination with other packaging or display elements, such as a clear plastic shell, which may be formed in contour with the

product, that can be fixed to the backing card and through which the product and backing card are visible. In addition, the device of the invention can include the use of adhesives or other materials for reinforcement as desired.

In Figure 2 is shown an embodiment of the present invention, wherein the backing card comprises an object portion that depicts a pen, and wherein the product is a holder for securing an object as disclosed in U.S. Patents No. 5,544,396 or Des. 364,795.

In Figure 3 is shown an embodiment of the present invention, wherein the backing card comprises an object portion that depicts a razor handle, and wherein the product is a holder for securing an object as disclosed in U.S. Patents No. 5,544,396 or Des. 364,795.

In Figure 4 is shown an embodiment of the present invention, wherein the backing card comprises an object portion that depicts a pen, and a second object portion that depicts a note or note pad. The product is a holder for securing an object similar to those disclosed in U.S. Patents No. 5,544,396 or Des. 364,795, but provided with an additional feature for securing a note or note pad. In the embodiment shown, the second object portion depicting a note or note pad is also secured by the product in the manner an actual note or note pad would be secured by the product in use.

In Figure 5 is shown an embodiment of the present invention, wherein the backing card comprises an object

PATENT
M 6858 HADH/MC

portion that depicts a pen, and a second object portion or portions that depict one or more keys. The product is a holder for securing an object similar to those disclosed in U.S. Patents No. 5,544,396 or Des. 364,795, but provided with an additional feature comprising two hooks for securing keys and the like. The simulated keys are also secured by the hooks in the manner actual keys would be secured by the hooks in use.

The foregoing description of preferred embodiments of the invention is exemplary only and does not limit the following claims to the examples specifically disclosed.

10085793.022602